

## Message Text

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46

ACTION XMB-04

INFO OCT-01 ARA-10 ISO-00 EB-07 AID-05 CIAE-00 FRB-01

INR-07 NSAE-00 TRSE-00 OPIC-06 SP-02 CIEP-02 OMB-01

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FM AMCONSUL GUAYAQUIL

TO SECSTATE WASHDC 3707

INFO USDOC WASHDC

AMEMBASSY QUITO

UNCLAS GUAYAQUIL 279

E. O. 11652: N/A

TAGS: BPRO, BEXP, EC

SUBJ: FCIA CREDIT INSURANCE REQUEST FOR SALE OF JEEP VEHICLES

AND SPARE PARTS TO C. A. BALDA INDUSTRIAL MERCANTIL

REF: STATE 26066 TO QUITO (TRANSFERRED TO GUAYAQUIL FOR ACTION)

1. COMPAÑIA ANONIMA BALDA INDUSTRIAL MERCANTIL, GUAYAQUIL, FOREIGN TRADERS INDEX NUMBER 0010800, SOLE ECUADOR AGENT/ DISTRIBUTOR FOR JEEP INTL. CORP. SINCE 1959 (SEE WTDR 73-189 GUAYAQUIL TEL 1239 NOVEMBER 14, 1973 TO USDOC). ALL PROPOSED GUARANTORS MENTIONED IN REFTEL MEMBERS OF BALDA CUCALON FAMILY OWNING AND OPERATING C. A. BALDA, AND JOINTLY AND INDIVIDUALLY IN SOUND MORAL AND FINANCIAL STANDING.

2. ALBERTO AMPUERO, ONE OF PROPOSED GUARANTORS AND ONE OF FIRM'S MANAGERS, ADVISES POST THAT DEMAND IN ECUADOR FOR JEEP VEHICLES LARGER THAN EVER AND THAT U.S. PRODUCT, ALTHOUGH COSTLIER THAN JAPANESE COMPETITOR, STILL PREFERRED BECAUSE OF HIGHER QUALITY. AMPUERO ALSO INFORMS THAT GOE'S SUPPORT OF AGRICULTURAL DEVELOPMENT IS BOOSTING SALES FOR JEEPS AND THAT NATIONAL DEVELOPMENT BANK RECENTLY BOUGHT FROM BALDA 17 JEEPS WITH ANOTHER 90 ENROUTE FROM U.S.

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3. POST EVALUATES MARKET FOR JEEPS AS STRONG AND EXPECTED TO  
CONTINUE THAT WAY FOR FORESEEABLE FUTURE. THERE HAS BEEN NO  
INCREASE IN PRICE OF GASOLINE. WE KNOW OF NO REASON WHY EX-IM  
BANK SHOULD NOT CONSIDER THIS REQUEST.

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## Message Attributes

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**Disposition Approved on Date:**

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**Review Authority:** CunninFX

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**Subject:** FCIA CREDIT INSURANCE REQUEST FOR SALE OF JEEP VEHICLES AND SPARE PARTS TO C. A. BALDA INDUSTRIAL MERCANTIL

**TAGS:** BPRO, BEXP, EC

**To:** STATE

**Type:** TE

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